

Understanding Bi-directional Media Consumption in Online Shopping: A Case of Three Cities in India

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The aim of the study is to develop a framework that simultaneously studies the intended purchase and the nature of the medium. The primary rationale for this study is to develop an actionable framework that can deal with the dimensions of the technological medium and the intended usage as simultaneous factors that interact and influence each other in a bi-directional format. To address the objectives of the paper, qualitative methods including Netnography, Focus Group Discussions (FGD), and In-depth interviews were carried out. The analyzing of data helped in the development of a robust and comprehensive framework that engages with the bi-directional dynamism of the acceptance of the medium and its intended usage.

Keywords: Bi-directional media, intended usage of media, generation Y.

Reference to this paper should be made as follows: Jain, V., Ganesh, B.E., Boaz, A., & Bansal, A. (2018). Understanding bi-directional media consumption in online shopping: a case of three cities in India. *Journal of Business and Management*, 24 (2), September, 47-74. DOI: 10.6347/JBM.201809_24(2).0003.

Introduction

The global e-retail market is growing exponentially at a rate of 839.8 billion US dollars' sales. This is projected to grow to 1.5 trillion US dollars by 2018. North America and UK are leaders in this sector. However, this growth has stagnated. Conversely, there has been a consistent growth in the Asia Pacific region for online shopping. Currently, this market accounts for 33% of the market for e-commerce industry. The growth in these markets is observed specifically in nations such as India as it has had 10.68 billion USD sales for online shopping in 2015 (Statista, 2015). The Indian e-commerce market has huge potential as consumers extensively use the internet, explore e-commerce websites intensely and buy widely from the online platforms. Thus, brands use different media platforms to attract more consumers. These brands expose e-consumers to multiple channels with consistent messages (LithExcelMarketing, 2009)

Historically, they used traditional channels such television, print and radio. However, brands have started using these platforms for multi-channel communication (Laroche, Kiani, Economakis, & Richard, 2013). Specifically, social media emerged as the most promising medium as it has real time features and consumers can connect with the brands immediately and increase their engagement levels. This engagement could be further enhanced by integrating new media platforms such as company websites, digital platforms, vlogs and electronic mails. This behavior encouraged the professionals to focus on the synergy of supplementary media. It was further observed that seventy percent of viewers used another device while watching TV (Kirkpatrick, 2017).

Further, the consumption of multiple channels was sequential. This type of media consumption has oriented marketers to integrate media channels (Du Plessis, 2017). Additionally, it was identified that this media consumption was undertaken primarily by Generation Y (Chaffey, 2016). Here, India is home to for 200 million consumers who use online platforms and 900 million consumers who use mobile phones indicating the potential of Generation Y (BCG & IMAI, 2015). This segment is referred to as the Millennial (Howe & Strauss, 2003), born between 1980 and 2000 (Weingarten, 2009). These consumers widely and simultaneously use integrated multiple media channels. However, studies have only considered online behavior (Jayanti, 2010; Sicilia, Ruiz, & Reynolds, 2006 and Patwardhan & Yang, 2003) and usage of multiple media by consumers (Hajli, 2014; Chu & Kim, 2011 and Van Noort, Antheunis, & Verlegh, 2014). Most studies have treated intended transactions and the medium as discrete units. These studies have not considered that the intended transaction and the medium mutually influence each other. This mutual influence is bi-directional and the former see patterns of Generation Y consumers being uni-directional. Thus, the effectiveness of these extant studies is reduced. In order to maximize their effectiveness, this present study focuses on the interactions between media and the consumption by the consumers.

Further, the medium's characteristics are evaluated before the medium is used as a platform for consumption. This evaluation influences the products and services consumed. Thus, a positive evaluation of the medium used for consumption positively influences the consumption of products and services. This key characteristic has not been considered by extant studies. Therefore, the marketers and scholars would benefit from this re-synchronized consumption pattern by Generation Y consumers.

Thus, most models and studies do not simultaneously consider the influence of the intended purchase on the assessment of the medium. Thus, our study will be a unique and revisionary contribution because its framework simultaneously studies the intended purchase and the nature of the medium. This framework will focus on and explicate the bi-directional interactive dynamics of the medium, user and intended usage of the medium.

Literature Review

There is literature on online shopping behavior, multiple channel consumption by the consumers and generation Y attributes. Hence, this study will use and extend it to develop a unique and key contribution. This intended contribution is to establish the synchronization between the media of consumption and the objects of consumption. Establishing this synchronization would show that the media and the objects of consumption are not discrete. Rather they influence each other in a bi-directional format.

In order to do so, the subsequent sub sections will deal with the relevant literature for the same.

Multiple Media Consumption by Generation Y

Generation Y refers to the generation born between the years 1980 and 2000 (Weingarten, 2009). Generation Y try out new things like online shopping. The benefits such as the availability of wide variety of assortments, time saving, heavy discounts, easy use and being informative make it more attractive for them (Singla, 2013). Another behavior that they exhibit is the consumption of content using multiple devices. A study states that a user accessing multiple media outlets used by service and product providers searches more extensively for the brand online (Nielsen, 2011).

It states that television and the internet is far more effective than the combination of commercial radio and internet in generating searches online (Laroche

et al., 2013). The new digital platforms include banner advertising, search and display advertising and sync apps. These media platforms play a significant role in enhancing the consumer interaction with the brand (Cho, 2003). Research has also shown that the active results of search and display based advertising have played a significant role in enhancing the consumer and brand interaction. Here, internet and online advertising have increased the brand awareness and consumer- brand interactions (PR Newswire, 2002). It has enhanced connectivity with the brand (Shalhoub, Aversano, Marsh, & Jacobs, 2014). Thus, it is inevitable that the traditional media platforms such as print, television, radio, sales promotion need to be integrated with the new medium to increase consumer interaction (Naik & Raman, 2003). The common feature in all these formats of behavior is that the usefulness and practical benefits of a medium are not inherently present in the medium itself. That is to say that a medium is not favored or preferred over another medium because the medium is known to be or associated with specific characteristics. Rather, these characteristics emerge in tandem with the intended use of the medium. This means that the user of the medium encounters and engages with the advantages in the context of the product or service consumed via that medium. Thus, the selection of the medium is a bi-directional phenomenon influenced by the intended usage and the product or service shopped. And this is influenced by the medium's characteristics. This usage is explicitly observed in the context of online shopping patterns of Generation Y.

Internet enhanced buying pattern of Generation Y

The literature has emphasized on the factors driving the online purchase intentions of the consumers. Technology and dependability are important influences governing the users; engagement with online shopping. The reason for the same is that lack of certainty is greater in online shopping. Concerns about uncertainty results in trust being important for online shopping (Tan & Thoen, 2002). Thus, this element becomes imperative for the brands to develop credibility. Here, trust can range from speedy delivery to secure payment options (McKnight, Choudhury, & Kacmar, 2002). Brands would need to establish a longitudinal base of trust online (Johnston & Werkentin, 2014).

This includes reviews from friends, previous experiences and the brands' digital media presence. Further, to develop trust among these consumers, online e-commerce brands need to constantly interact with them. Hence, it is very important to understand their media consumption patterns. These patterns are different from those of the earlier approaches of this segment. This difference is primarily seen in the bi-directional pattern which has not been studied in the earlier literature. Further, Laudon and Traver (2009) have studied the role of web sites featuring the firm's abilities, the marketing communication's stimuli and the consumer's skills. Scholars (Prasad & Aryasari, 2009) have demonstrated the negative influence of poor

technology adoption on consumer preference of a shopping experience. Other scholars (Wang, Zhang, Ye, & Nguyen, 2005) have studied the positive influence of technology aided convenience on online shopping.

Zhou, Dai, and Zhang (2007) demonstrated those consumers' characteristics, the internet's efficacy, previous experience of online shopping, expectations of benefits and perception of risk play a significant role in adopting a technological medium. Further, the imperative of maintaining a high standard of service and product quality provided through various channels and enhancing the consumers' ability to search, compare and purchase products were fore grounded (Pantano & Viassone, 2015). Finally, the nature of online shopping has been studied extensively (Hill, Beatty, & Walsh, 2013). Despite this, most studies offer a unidirectional link between technology and online consumption. Further, they have not considered the medium's nature and online purchases and their constitution of the larger environment in which they interact. Thus, we need theoretical frameworks that study this sequential behavior of consumers across various media channels in the context of online shopping.

Medium Theory

According to medium theory, media such as television, newspaper, radio and internet are not only media through which messages are disseminated. Rather, they represent the symbolic environment of any communicative act. According to McLuhan (2010), it is imperative to understand the difference in media channels as the message is disseminated across different channels (Gupta, 2006). In medium theory, the medium's characteristic becomes important. Thus, every medium has a message, its content notwithstanding (Meyrowitz, 2008). This theory is invaluable to the study of the bi directional media consumption pattern of Generation Y in terms of online shopping.

The first reason is that the medium's message allows the individuals to interact more deeply with service providers and producers (Ruotsalainen & Heinonen, 2015). Another is that the individual becomes the content (Levinson, 2001). Finally, media facilitate change and are constantly shaped and reshaped by these individuals. This is because media are societal institutions (Klinger & Svensson, 2014) existing in the minds of the users and actualized through their actions. This can be understood as the development of meaning through the interaction created between the space and person over time as a transactional process affecting both the user and settings (Carr, 1992).

One of the most specific points where this interaction can be seen is the figure and ground. Figure refers to the medium used. Ground refers to the usage of the medium. The figure also refers to the capacities of the medium being used. The

ground also refers to the changes brought about in a medium after using it (Memarovic, Langheinrich, & Schieck, 2014). This interaction links medium theory to the consumers' online shopping. When these dimensions are incorporated in our study, the bi-directional characteristic of online shopping by Generation Y can be more explicitly developed. This development requires a greater understanding about technology acceptance. This will be dealt with in the subsequent section.

Technology Acceptance

Technology acceptance is an attitude towards the technology akin to its evaluation (Renaud & Biljon, 2008). Acceptance is a procedural interaction with the technology preceding adoption (Haddon, 2003). Most studies of technology acceptance deal with key factors such as technological features, organizational dimensions, individual characteristics, and their nexus (O'Neill, 2012). Further, technology has been studied through a technology predominant mode where technology's characteristics are the prime factors of acceptance (Davis, Bagozzi, & Warshaw, 1989 & Venkatesh & Davis, 2000) and a human-dominant mode where social elements are the primary drivers of the acceptance and adoption decisions (Rogers, 1983). This section understands technology acceptance by bridging the technological and human predominance. Thus, this study adopts the domestication of technology proposed by Silverstone and Haddon (1996). The first dimension is appropriation; this dimension is the means of possession or ownership of technology. It includes the motivation or requirement to own possess or use a technology or a medium. Thus, the user's perceived end results play a role from commencement to appropriation. The next dimension is objectification. This dimension ascertains the medium's roles. They are dependent on the user's socio economic micro elements. Here, the medium moves from being an impersonal facility/facilitator to being an extension and embedment of the consumer's activities. Lastly, the meanings and the functions there of are not fixed but dependent on the larger context of the user's socio cultural macro elements. The next dimension is incorporation which is the process of interacting with the medium. It is context specific to the individual episodes and complete span of the medium's usage. Further, incorporation is the process of the medium's usage for specific purposes. Here, the consumer continues the evaluation and extension of the medium.

Further, incorporation refers to the extended and reciprocal link between the actual intention of using the medium and the levels of difficulty or ease involved in using it. The final dimension is conversion which refers to creating multiple uses for the medium. This is affected by the previous usage of the medium with regards to specific contexts, especially online shopping. Further, conversion refers to the medium's ability to be an integral part of the consumer's life associated with their self and identity. Now, we need to understand the nuances of the user's perspective to understand these dimensions. This understanding would help us discover the bi-

directional nature of the medium consumption in terms of online shopping by Generation Y. This can be achieved as these dimensions elevate technology acceptance and medium theory. This elevation of the two theories would thus help us achieve the objectives of the study. In order to strengthen the means of achieving the objectives, another key framework is required. This structure is the design of technology.

Design of Technology

There is another structure needed to understand how technology influences the consumers' perceptions about self-efficacy (how effectively technology can be used to maximize the individual's effectiveness in terms of shopping), goals and behavioral dynamics. The primary reason is that technologies are interfaces playing a key role in the consumers attaining their goals and influences the overall context of the consumers' usage (Szalma, 2014). Further, technology needs to be designed in terms of the goals they are supposed to help attain (Olphert & Domadaran, 2004).

Thus, human-technology interface needs to be synchronized in a manner by which the medium, the user and the intended purchase perfectly complement each other. Thus, we will deal with the dimensions to ensure that it is affected by following Szalma's recommendations (2009). Here, the first dimension is autonomy. This refers to the optimal choice technology human interface provides the consumer in terms of achieving short term, long term goals and task performance. Also, autonomy is the synchronization of the media and user/consumer to ensure that the user/consumer is rewarded for their choice. The second dimension is competence which is the interface's characteristics related to the user's skills. It means that the medium needs to maximize the users' interaction with their environment. Competence is also the necessary changes in the medium that allows the consumers to achieve their goals through information feedback loops. This maximizes the fit of the medium with the consumers' requirements. These element needs to be supported by the earlier deliberations. This support will help us achieve the key objective of the study. We can now understand the research gaps of the study.

Research Gaps & Objectives

This study's primary rationale was to develop an actionable frame work that helps us understand the bi directional of medium consumption in terms of online shopping carried out by Generation Y. To do so, we have to understand the technological medium or the intended purchases are linear successive stages following logic of progression. This logic is bi-directional dimensions and simultaneous. This element was not captured by the earlier literature.

Thus, our framework positions them as simultaneous bi directional factors. Further, our framework does not position the medium's functional ease as an inherently independent factor. Thus, the adoption of technology in this framework is not a singular end. Rather, it is a dimension affected by the users and the intended purchase's characteristics. More specifically, Davis, Bagozzi, and Warshaw (1992) have utilized perceived usefulness and perceived ease of use in explaining the users' beliefs towards the acceptance of technology. Venkatesh, Morris, Davis, & Davis (2003) improved the understanding of the accepting of technology by embedding motivation and positioned extrinsic and intrinsic motivations as predictors of the latter. Going further, the perceived usefulness of a medium or technology was studied and found to be a fundamental factor influencing the possibility of usage and changes over time with greater usage of the technology and the medium (Polger & Adamson, 2011). Yet, these studies have not considered the technological medium or the intended purchase as bi-directional constructs. Finally, there are almost no studies that consider the effect of the intended purchase on the medium's selection and the same on the intended purchase. Equally, there are studies that have investigated the effect of the medium on the user.

Thus, most studies focus on the effects of the medium on the user as precedent factors influencing the adoption of the technology. They do not realize that the medium's effects on the user play a consistent role through the purchase process and adoption of the medium, especially in the context of digitally savvy consumers, the Generation Y. Therefore, this study comprehends the bi-directional media consumption in the context of online shopping for Generation Y.

Methodology

This study understands the multiple channels and factors affecting the consumers and their attitude in the case of online shopping. It will comprehend the bi directional consumption through various media channels vis a vis online shopping (Assael, 2011). Subsequently, this approach will be a nuanced engagement with the bi directional pattern of the consumers during online shopping. Thus, different techniques of qualitative research were used to understand this (Denzin & Lincoln, 2005). This led to the comprehension of bi directional media usage and online shopping processes of Generation Y in India. Hence, it is imperative to analyze the online shopping behavior through the relevant phases. The different phases gauged the varied complexities of the users' behavior *vis a vis* different media channels yielded directions for this study. The participants chosen for the study were of the age group 21-35 and residents of prominent cities.

These consumers used multiple screens and consumed supplementary media channels. They owned devices such as smart phone, laptops, and tablets. They were chosen for the study as a study by Google said that in India, there would be 100 million online shoppers by 2016. Specifically, 50 million would originate from Tier 1 cities (LiveMint, 2014). The study was carried out in different phases. These phases were imperative in understanding the entire process of online shopping behavior. This understanding would lead to a deeper engagement with the bi-directional media consumption of Generation Y which is the core objective of the study.

Phase 1: Pre- Test

Pre-Test a key aspect if research carried out on a selection of the intended population (Grimm, 2010). This reduces errors in framing the discussion and attenuating the researcher's bias (Denzin & Lincoln, 2005).

Pre-Test 1: Selection of Media Channels

Based on Pre-Test 1, investigative and supplementary research was affected to comprehend the different contact points for the consumers online for shopping. The top five brands were finalized on the basis of their appeal, market leadership and growth (PWC India, 2015; Silicon India, 2016 and WiproCampusArena, 2016). A group of 40 respondents were mobilized. A selection of channels was offered. The respondents were requested to rank the media channels. The ranking was based on the maximum number of digital advertisements they had seen (WiproCampusArena, 2016 and LiveMint, 2014).

The respondents were provided with the following list - television, newspaper, magazines, radio, emails, SMS, Facebook ads, Twitter ads, mobile ads, in game mobile ads, banner ads on websites, YouTube Skippable/Non-Skippable Ads, out of home ads and search ads. Using the responses, the top five media channels were television, newspaper, Facebook ads, email and SMS.

Phase 3: Qualitative Research

We used different types of qualitative research methods to generate consumer insights from FGDs, netnography and in-depth interviews.

FGDs

FGDs were invaluable to the researchers as discussion were organic and capable of generating better insights. Also, the researcher's intent was explicitly provided and the discussion centered on the topics presented by the scholars (Morgan & Kreuger, 1993). Respondents generated several insights that helped the researchers figure out their perspectives (Malhotra & Dash, 2011). They tended to complement each other on most areas enabling the respondents to discuss the topic (Stern, 1992). Therefore, the Focus Group Discussions (FGD) helped us develop a deeper understanding of the online shopping behavior of Generation Y (Denzin & Lincoln, 2005).

Sampling and Protocol

A composite of three FGDs were affected with representatives from the selected cities in India. These participants were primarily from Tier 1 cities such as Mumbai, Delhi and Bangalore. There is a very high internet rate in these cities (Richa, 2012). In Table 1, there is justification for these cities:

Table 1. Justification for Selection of Cities

City	Population	Demographics of the city	Consumption pattern of population
Mumbai	11.98 million	<ul style="list-style-type: none"> - The highest population among Indian cities. - Called as "financial capital" of the country. - Urbanization and density of population is maximum. - The "cultural hub" of the country. 	<ul style="list-style-type: none"> - Consumption of media by the (these) consumers are maximum. - Many (of these) consumers set trends, they are young professionals and HNIs (High Net Worth Individuals). - The film and television city of India. Exposure to these industries impacted consumption pattern of media platforms.
Delhi	9.87 million	<ul style="list-style-type: none"> - The 2nd most populated city of India. - The national capital, hence hub of trading and the largest center for small scale industry in Northern India. - Majority of the population belongs to the age group of 15-59 years. - Has 85% literacy rate which has enhanced the awareness of media platforms. 	<ul style="list-style-type: none"> - The major city of Northern India, all the major brands on online media are available. - Consumers are brand conscious in the context of online shopping. - Penetration of internet is quite high. - Consumers use online platforms to buy products and avail the services.
Bangalore	8.4 million	<ul style="list-style-type: none"> - Urbanization and high 	<ul style="list-style-type: none"> - More empowered consumers

		demography. - The third most populous city. - Known as the "it hub" of India.	with high spending power. -The internet penetration rate is very high. - Two-thirds of the population explores online for any type of product or service information.
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(Sources: United Nations, 2014, Government Census Data, 2011 and Nielsen, 2014)

Each FGD had eight participants as this is the ideal strength (Malhotra & Dash, 2011). The three FGDs had an equal number of males and females. Each discussion was carried out for 45 minutes and facilitated by the author. Categories and themes were developed from the FGDs. The themes were supplemented by the relevant stages of qualitative research and aligned with the research objectives for effective analysis. Further, we conducted netnography to understand the online behavior of the consumers in the context of media consumption and online consumption and shopping.

Netnography

Netnography helped gain rich qualitative data (Kozinets, 2010). The respondents' online behavior was studied through digital interactions, images, and preferences. The meanings and contexts of the activities were analyzed and used in the in-depth interviews. Additionally, we carried out active and passive netnography. Passive netnography analyzed the Facebook pages of the key e-commerce players like Myntra, Jabong, Flipkart and Amazon. Comments posted over the last 30 days were analyzed. Quora and relevant blogs were analyzed in a passive format. Quora was a top favorite for posting queries. Thus, Quora and YourStory.com, FreeKaMaal.com were liked by online shoppers. They were used to understand the consumer queries that were posted there.

In-Depth Interviews

In-depth interviews were used to collect deeper and develop elaborate insights. After the FGDs, more insightful data were required about online shopping among Generation Y in India. Therefore, we conducted in depth interviews with 25 respondents. In depth interviews provided intense insights that helped understand the nuances of multi directional media consumption pattern by the consumers while shopping online (Kothari, 2006). These complementary methods helped us understand the bi directional nature of online shopping behavior of Generation Y. The demographic details of the respondents are provided in Table 2. Further, these

methods were complementary as this behavior was complex. Comprehending the same via one method was not feasible. Therefore, the subsequent section will deal with analysis of the insights developed through the same.

Table 2. Demographics of Target Group

Phases of research	Total Respondents	Age			Gender		City		Profession	
		21-25	26-30	31-35	Male	Female	Tier1	Tier2	Student	Working
PreTest	40	18	17	5	21	19	25	15	27	13
FGDs	24	14	10	0	12	12	14	10	18	6
In-depth Interviews	25	9	9	7	12	13	11	14	15	10

Data Analysis

A sequential analysis of different methods was carried out to achieve the objectives of the study. Subsequently, the findings were evaluated to understand the bi-directional consumption of multiple channels for online shopping by generation Y. Open solicited diaries helped understand the present behavior of the users and encouraged them to share information in an unrestricted manner (Milligan, Bingley, & Gatrell, 2005). Subsequently, verbatim examination of the transcripts through open coding helped support our study (Strauss & Corbin, 1998). Further, it helped decode the sequential consumption of multiple media channels. Subsequently, a framework developed showcased the consumption of different channels' information by consumers belonging to the Generation Y segment.

The framework was consolidated on the basis of the themes developed from the FGDs, netnography and in-depth interviews' analysis (Refer Table 3). To consolidate the respondents' perceptions and observations from the three phases, the study used three progressive and inclusive stages: initial design, in course extension and full frame development. Initial design was developed by deploying the deductive and inductive forms of reasoning to understand the simultaneous dimensions of the medium and the intended usage (Pettigrew, 1977). Continuing, in course extension was achieved by selecting, merging and operationalizing the contributions of our respondents. Finally, full frame development, i.e. a framework was developed by merging, integrating and separating the data gained from the respondents (Singh, 2015). Thus, we maximized the heuristic value of the study by delving into the contexts influencing the interaction and bi-directional dynamics of media and intended usage. With the dimensions of engaging with the bi-directional and simultaneous dynamics of the medium and the intended use of the medium

developed using McLuhan (2010), the stages of domestication of technology proposed by Silverstone and Haddon (1996) and the recommendations of Szalma (2009), the following themes were developed: Conversion, Objectification and Incorporation and Appropriation. Thus, our theoretical base was developed comprehensively. Further, the respondents' observations and our treatment of the same were in tandem.

Data analysis involved open coding corresponding to the conversion of observations into individual units of analysis to be classified as concepts. The next stage was axial coding that developed a more granular conceptualization. The items developed were placed in a "continual cycle" (Hennink, Hutter, & Bailey, 2011) of rigorous analysis and comparison till our study was able to synchronize the three stages above. Thus, information saturation was reached and the framework stabilized (Maxwell, 2005). The final stage was reached and the study fixed the framework developed on the respondents' insights, theories and frames. We merged and extended them to develop a robust and actionable framework for comprehending the bi-directional dynamics and functioning of the medium's nature and intended usage in the context of online shopping demonstrated in Figure 1.

This framework had major categories and themes which are explained in the next section. Thus, our FGDs, netnographic analyses and interviews developed a granular engagement with the bi-directional dynamics and functioning of the nature of the medium and the intended usage of the medium.

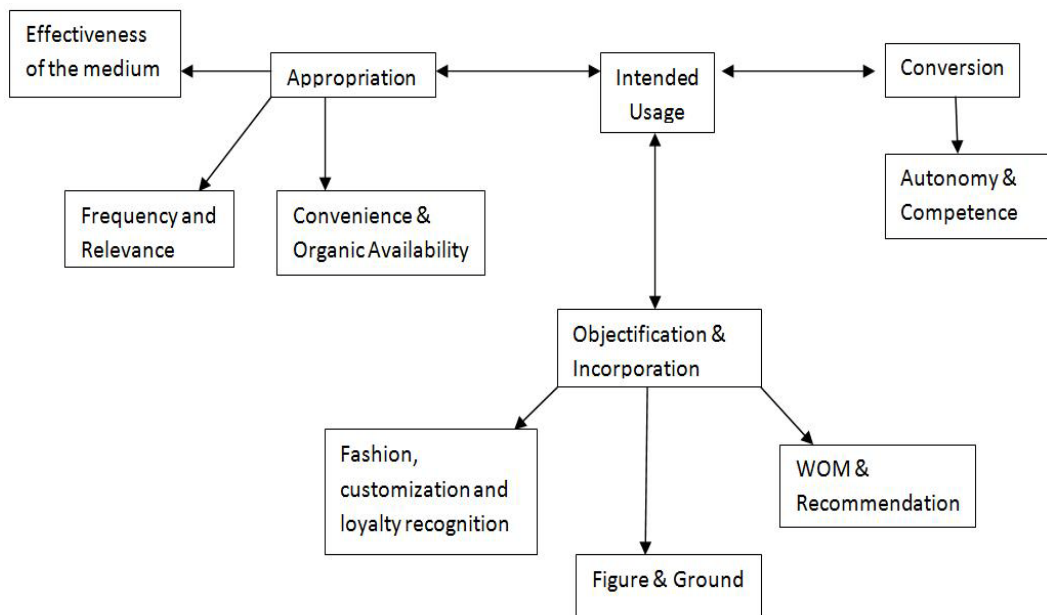


Figure 2. Technology Acceptance with the Influence of Media Consumption: Bi-Directional Framework in terms of online shopping

Appropriation

Effectiveness of the Medium

Our study foregrounded this key dimension affecting the choice of the medium and the reciprocal effect on intended purchase. Here, the respondents discussed digital advertisements and new advertisements featured on relevant websites. A respondent stated, *"Most of my visits to ecommerce websites happen through after I click on the Facebook ads."* The choice of the website as a medium was deeply influenced by the advertisements shown on these media channels.

This was corroborated by a respondent, Pooja, who said, *"Display advertisement of Style Tag (a new apparel website), influenced me to click and check their collection."* Specifically, we found that for Generation Y, Facebook is an intimate platform for consumers to interact with those close to them their friends. Going on, they invest time exploring things that are of interest. A respondent Himanshu, stated, *"Most of my visits to online shopping sites are through the FB newsfeed advertisements."* These insights were primarily generated in the context of online shopping of Generation Y through the three methods of our study.

Frequency and Relevance

Our respondents stated that that a medium's selection and the resultant effects on the intended purchase were affected by the frequency and medium's relevance and usage in terms of online shopping. Our respondents considered SMS as an effective medium when backed by relevant offers. However, the respondents' acceptance of the medium was compromised by excessively bombarded SMSs. A respondent, Mahima, stated, *"Myntra sends me a message about grand sales twice in a single day."* This amplification crystallized the negative effect of a medium's excessive usage. A respondent, Rohan, elaborated, *"If Myntra send me a Sale message every day, I will feel that they are generally overpriced without a sale and will not consider visiting it."* They opined that SMSs should communicate effective and relevant messages, but not on a daily basis. Further, they were categorical in their evaluation of Emails. Consumers do not approve of extraneous mails flooding their mail boxes

A respondent, Sukanya, stated, *"I have made a separate email for waste mails. I register for all ecommerce sites with that mail."* Thus, information provided by the medium actually acted as information about the medium. This dual function aids the medium's evaluation.

Convenience and Organic Availability

Our study highlighted the importance of convenience in the context of Generation Y consumers. The respondents stated that they sought a convenient life. A respondent, Rohan, said, *"Online shopping has made my life easy; I can buy anything and anytime"*. Convenience comprised of several benefits such as 24/7 services, cash payments and timely operations. Thus, a respondent stated, *"I find online shopping good because it is available 24/7"*. Another respondent Mehak, *"I don't have to waste my car fuel to go and buy clothes and I can do things in my own time"*. A majority of the respondents equated online shopping with convenience. Thus, a respondent, Arushi, stated *"Shopping is about leisure and convenience and online shopping provides that completely."* Our respondents stated that they would interact with those shopping brands that offer them the maximal convenience. Simultaneously, respondents placed a great premium on organic searches. They emphasized that consumers turned a blind eye to paid advertisements. In fact, they trusted organic search results. Thus, a respondent, Akash, expressed, *"Any day, I would choose a search result over any search advertisement"*. However, paid results showcasing good offers and deals with images also help know about the website. Thus, a respondent, Milos stated, *"I click on search Ads, if they look good to me"*. Thus, the following research propositions were developed:

P1: *Effectiveness of the medium, frequency, relevance and convenience and organic availability constitute the bi-directional dynamism between appropriation of the medium and the intended use of the medium*

P1a: *The bi-directional dimension of appropriation is a prerequisite for understanding the intended use of the medium and the acceptance of the medium*

Objectification and Incorporation

Fashion, Customization and Loyalty Recognition

We found that that the majority of the respondents evaluate online shopping sites, based on the products' and services' variety and customization. Generation Y consumers consider being up to date with trends to be very important. Thus, online shopping platforms are stores and a complete provider of fashion tips for the same. A respondent, Rehana, stated, *"I like it when Myntra offers special fashion tips and shows me dresses that might suit me."* A respondent, Parneet, explicated on information provision, *"Being a loyal customer I get online catalogues from Myntra which contain a huge variety of products, which is amazing."* The majority of the respondents stated that they valued customization and variety. Thus, a respondent, Rekha, stated *"I love the variety available on these sites, it spoils me for choice."* Several respondents stated that they visited online sites to check for offers and discounts. They had also expressed that they had shifted from regular store buying to online medium due to high

discounts offered. Thus, a respondent, Neeraj, stated, *"Advertisements with good creative and good discounts make me click the link."*

Another respondent stated that the consumer's purchase intention is bolstered by discounts. Thus, a respondent, Ankit, said *"The huge amount of sales that I get to see every day encourages me to come back Jabong again and again; I hope this would never stop."* This was extended till they associated services with specific websites. A respondent, Arvind, said, *"I know that whenever I log in to Myntra, there would be an ongoing sale."*

Figure and Ground

Our study discovered an important dimension to the acceptance of the intended use of the medium. The key is that the medium's context and the medium itself are complex and multiform. This was specifically defined by the respondents as a combination of digital and conventional media of online shopping. A respondent, Jeewant stated, *"Flipkart could make a mark on our minds because of its advertising on TV."* Most of the respondents also surfaced another important aspect of the multiplatform nature of medium usage and intended use. This was the ability of conventional media to accord a sense of authenticity and dependability. Thus, a respondent, Gargi, said, *"The moment you see a TV advertisement about any brand, you know the brand is into serious business."* Further, our respondents observed that messages on traditional media like the television need to be supplemented by sufficiently conducive messages to ensure that the consumers visit the website. Thus, television advertisements always have a carryover effect and influence the consumers' interactions with other media. Here, a respondent, Arijit, stated, *"The big Billion Flipkart Sale and Snapdeal give full page advertisements and they definitely stay in your mind."* Our respondents opined that clear information and good quality are imperative for the advertisements' persuasiveness. Thus, a respondent, Arsh stated, *"Naptol ads in the newspaper look so bad in quality that I never feel like visiting the site"*. To summarize, television and newspapers are mass awareness media that reach the maximum audience and provide brand recall to the consumers in terms of online shopping.

Word of Mouth and Recommendation

Our study surfaced another dimension about the acceptance of a technological medium and intended purchase. This was Generation Y consumers' proclivity to talk about their activities experiences with near ones. However, the same consumers are reticent about their online shopping experiences online. The personal touch is highly valued and preferred by the consumers. Thus, a respondent, Ashima, said, *"I would rather tell my friend directly about what I shopped online than share*

on her timeline or ping her about it." These consumers dislike reviewing their experiences on websites. Further, visits to online shopping sites emerge from friends and near ones. Thus, a respondent, Ishita, stated, "I visited Fashion Era because a friend of mine told me about the dresses it offers at exceptionally low prices." Thus, a majority of the respondents expressed that new brands should maximize the quantum of direct recommendations. Thus, a respondent, Maithreyi, said, "My friend bought a dress from Jabong and recommended it to her and I visited the website immediately." Thus, two propositions regard the acceptance of a medium and the intended usage of the medium are:

P2: *Figure and Ground; Fashion, Customization and Loyalty Recognition and Word of Mouth and Recommendation constitute the bi-directional dynamism between Objectification and Incorporation of the medium and the intended use of the medium*

P2a: *The bi-directional dimension of Objectification is integral to the comprehension of the intended use of the medium and the acceptance of the medium*

Conversion

Autonomy and Competence

Our study discovered that a majority of the respondents placed a great amount of importance on trust and competence. Presently, online shopping is dominated by a few players such as Myntra, Jabong, Flipkart and Amazon. A respondent, Ashish, stated, "When you talk about online shopping in India, only some four or five brands come to your mind." Thus, they need to invest heavily into building trust. The respondents placed a premium on efficiency as a primary means of developing trust. A respondent, Rashi, stated "I don't really know how authentic the website is when I see it on Facebook." An important reason why consumers do not try new websites is the time taken by new players to deliver products. A respondent Nina, exclaimed "I would choose Amazon over a new website, because I get the same product in far lesser number of days." Thus, the following propositions can be stated about the acceptance of a medium and its intended usage:

P3: *Autonomy and Competence constitute the bi dimensional dynamics between Conversion and the acceptance of the medium*

P3a: *The bi-directional dimension of Autonomy and Competence is integral to the comprehension of the intended use of the medium and the acceptance of the medium*

Table 3. Categories, themes and codes developed from Analysis

Category	Theme	Codes
Appropriation	Effectiveness of the Medium	<i>"Most of my visits to ecommerce websites happen through after I click on the Facebook ads."</i> <i>"Display advertisement of Style Tag (a new apparel website), influenced me to click and check their collection"</i>
	Frequency and Relevance	<i>"I have made a separate email for waste mails. I register for all ecommerce sites with that mail"</i>
	Convenience and Organic Availability	<i>"Online shopping has made my life easy, I can buy anything and anytime"</i> <i>"Any day, I would choose a search result over any search advertisement"</i>
Objectification and Incorporation	Fashion, Customization and Loyalty Recognition	<i>"I like it when Myntra offers special fashion tips and shows me dresses that might suit me"</i>
	Figure and Ground	<i>"Flipkart could make a mark on our minds because of its advertising on TV."</i> <i>"The big Billion Flipkart Sale and Snapdeal give full page advertisements and stay in your mind"</i>
	Word of Mouth and Recommendation	<i>"I would tell my friend directly about what I shopped online than share on her timeline or ping her about it"</i>
Conversion	Autonomy and Competence	<i>"When you talk about online shopping in India, on four or five brands come to mind"</i> <i>"I would have chosen Amazon over a new website, because I get the same product in lesser number of days."</i>

Discussion and Implications

The significant contribution of the present study is a robust and comprehensive engagement with the bi-directional dynamism of the acceptance of the medium and its intended usage in terms of online shopping. There are other specific and significant developments too. First, this framework will aid academicians thoroughly ground their treatment and comprehension of a technological medium and intended usage. Subsequently, this framework focuses on the requisite elements for the dimensions.

Third, there are very limited studies that robustly and comprehensively deal with the bi-directional dynamism of the acceptance of the medium and its intended usage. Thus, our study represents a high degree of potential to the fields of

marketing and technological studies. Earlier studies (Venkatesh et al., 2003) had dedicated themselves to the study of the prediction of the acceptance of a technology. Further, the role of emotions, contextual influence and cognition were studied by Straub (2009). They had been unable to integrate the dimensions of technological medium acceptance with the intended usage in a simultaneous and reciprocal format. Thus, our format offers highly valuable praxeological themes which are potential check points for the study and investigation of online shopping. It also offers a fine grained and rich background by merging the metaphors developed by McLuhan (2010), the stages of domestication of technology proposed by Silverstone and Haddon (1996) and Szalma's recommendations (2009). Further, our study provides an effective and integrated framework to understand the dynamism of media acceptance and the intended usage for online shopping. Thus, the framework developed three themes: Conversion, Objectification and Incorporation and Appropriation. By a reflexive incorporation of the dimensions, respondent observations and theories, the three themes were developed into three dimensions. These dimensions offer a practical tool supplemented by theoretical premises. Thus, our study has significant achievements and contributions. Earlier studies had found that the interactions between emotions, contextual influence, acceptance of technology and cognition were illustrated in a linear format. Our study has identified the bi-directional framework that primarily focuses on intended usage and its influence on the choice of the medium for online shopping. This element has further three dimensions; appropriation, objectification and conversion. In appropriation, the effectiveness of media, frequency and relevance and convenience are explained.

Objectification has three elements, fashion and customization, figure and ground and word of mouth and recommendation. Conversion has autonomy and competence as its key elements. This bi-directional framework facilitates the understanding of technology acceptance and media consumption among the consumers. These elements and relationships are unique and unavailable in earlier literature. Finally, this study understands technology acceptance and bi-directional usage of media studied in silos by earlier scholars in the context of online shopping. The bi-directional dynamism of the dimensions of technological medium's acceptance and intended use can be an extremely effective resource for marketing. Thus, bi-directional dynamism can be comprehended by an individualized and customized approach. Thus, marketing managers can use enhanced efficiency, maximized frequency and optimal relevance to develop appropriation. Additionally, academicians and practitioners can focus on contemporariness, recognition of loyalty and word of mouth to ensure that objectification and incorporation are set and in place for online shopping. Finally, academics and practitioners could include objectification and incorporation to ensure that the technological medium reaches the stage of conversion.

Conclusions and Recommendations

The current study has considered the bi-directional nature of media shopping in the context of online shopping. The study has major salience for digital marketers in terms of integration with smart homes and machine learning applications. Going further, the study also offers an extensive base to understand the nature of new semiotics and semantics that understand the nature of bi-directional media. Such advances in semiotics and semantics would need to be supplemented by a system of logical interpretation and investigation. Such a logical system would reduce arbitrariness in the development of communication patterns for marketers. Our study also offers unique opportunities to understand the nature of image deployment and development in line with the bi-directional consumption. The image deployment and development would offer great chances of collaboration with image processing experts and technicians. Here, extremely effective algorithms and protocols can be developed in conjunction with technology experts. Moving on, specific progress can be achieved in terms of developing the comprehension of bi-directional consumption and online shopping in the context of vernacular content. The Indian context is highly apposite for such an investigation. In order to effect these recommendations, research methods that are highly customized for the understanding of bi directional consumption could be developed. These methods could integrate correlations, algorithms and setting of boundary conditions. Thus, these conclusions and recommendations would be based on the foundations of the study. These conclusions and recommendations would enrich the fields of online shopping and bi-directional media consumption.

Limitations and Future Research

The present study is mainly qualitative owing to the exploratory nature of the study. This could be supplemented by a quantitative study allowing for variables to be studied in terms of causal links. In continuance, future studies could explore the development of technological medium and intended usage from a phenomenological perspective too. The present study can be further extended by focusing on metaphors that can enrich the acceptance of a medium and intended usage in terms of online shopping. Further, cross cultural research among the developing nations and developed countries could help consolidate the cultural nuances of the acceptance of medium and intended usage. The current scope of the study precluded an extended time scale for its investigation. An effective means for extending the scope of the study is to incorporate a longitudinal scale. The current study focused on a specific demographic in order to achieve its stated purpose. Extensions of this line of investigation would include comparing extensive research modes between different demographic groups. Our study developed a logic of investigation that encompassed online shopping. Future studies could use this logic to investigate online shopping specific to industrial purchases and business to business purchases. Our study had considered the dynamics of bi-directional media in online shopping. These dynamics

could be specifically contextualized to specific genders and realize the effects of the same. In conclusion, the current study has rigorously explored its stated directions. The extensions of these directions have been explored in the current section.

Acknowledgement

We gratefully acknowledge the contribution of Ms. Akansha Boaz. Her thesis titled, "Effect of Simultaneous, Sequential and Spill Over Effect of Multiple Media Channel Consumption on Purchase Intention of Indian Generation-Y" and the data therein were invaluable in the development of this study. Additionally, we would also like to appreciate the editor and the anonymous reviewers who helped us in enhancing the quality of the paper by providing us wonderful suggestions.

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